

FEB -7 1925 /

©CIL 21107e

✓ CONTRABAND ✓

✓ Photoplay in 7 reels ✓

✓ From the novel by Clarence Budington Kelland, ✓

✓ Screen play by Jack Cunningham, ✓

✓ Author of the photoplay (under s  
Famous Players Lasky Corporation, ✓

FEB -7 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Famous Players Lasky Corporation

Contraband - 7 reels

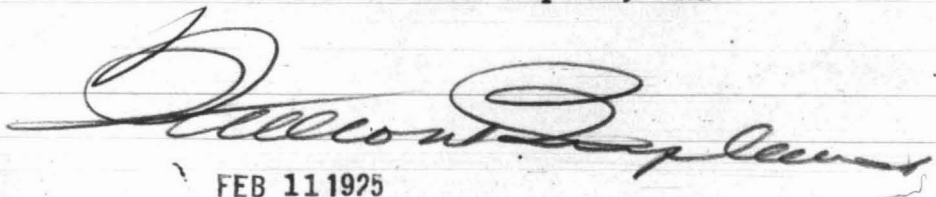
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Contraband	2-7-25	©CLL 24107

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 7th day of  
Feb. 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

  
FEB 11 1925



"Contraband" Is 7 Reels—6,773 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor and Jesse L. Lasky present  
An ALAN CROSLAND Production  
**"CONTRABAND"**  
With Lois Wilson, Noah Beery, Raymond  
Raymond McKee  
From the novel by Clarence Budington Kelland  
Screen play by Jack Cunningham  
A Paramount Picture

PURPOSE: To Help You Sell the Picture

## "CONTRABAND" A RUSHING AMERICAN AND ADVENTURE PRODUCED

©CIL 21107

### PUTTING IT OVER RIGHT

"Contraband." Here's a great title to work with.

Newspaper teasers: "A shipment of CONTRABAND is due in .....on..... Watch out for it."

"CONTRABAND—but there's no limit to the laughs."

"Guaranteed 100%-proof for thrills, love and stirring action."

As a special item on this production Paramount has gotten out a sticker which reads, "This is not (in small letters in one corner) CONTRABAND." You could paste these all over, packing cases, etc., or give them out to your patrons who could have some fun with them by pasting one on the water cooler at the office, on a friend's traveling bag and so on. Illustration on page 3.

Book tie-up "Contraband" is an adaptation of Clarence Budington Kelland's successful novel of the same name. Get in touch with book sellers. Arrange window displays, "Here is the book which the Paramount picture at the..... Theatre was ....."

Story also ran in the Saturday Evening Post (500,000 circulation), you know.

Ought to be some idea here, too, with local prohibition enforcement agents.

Get a prominent public official to make CONTRABAND the subject of a talk.

Get police authorities to tell what they are doing to curb rum-running.

Get the sign, "This is not CONTRABAND," on big covered auto trucks passing through town.

Teaser, "There's something about a red-headed girl — See CONTRABAND!"

Arrange a window display of CONTRABAND goods taken in a raid. A card could tell about the picture.

Use the herald on this production if it's the only thing you do. It's a real novelty—a suitcase which opens and has scenes from the picture and selling talk inside.

### BREEZY, SWIFT-MOVING AND AMUSING ROMANCE

Lois Wilson, Noah Beery, Raymond Hatton,  
Raymond McKee Featured in Alan  
Crosland Production

WHEN Carmel Lee took over the management of a small town newspaper she let herself in for all the excitement in the world. Audiences will get the same thrill she got and rejoice in one of the most appealing love-comedies ever filmed.

Here is a story of a girl in a Great Lakes town who inherits a paper that is just about two hundred dollars worse off than nothin' and uses it to clean up a small town mysteriously "wet." With the help of an erratic "professor," she attempts some star detective work and journalistic coups.

For swift, absorbing action, picturesqueness, humor and good rousing romance, they don't come any better than "Contraband," produced by Alan Crosland, who made "Sinners in Heaven," from the novel by Clarence Budington Kelland. The story also appeared serially in the Saturday Evening Post. Jack Cunningham wrote the screen play.

Lois Wilson plays Carmel. Noah Beery, Raymond Hatton and Raymond McKee complete the featured cast.

#### CAST

Carmel Lee.....	Lois Wilson
Deputy Jenney.....	Noah Beery
Launcelot Bangs.....	Raymond Hatton
Evan B. Pell.....	Raymond McKee
Sheriff Churchill.....	Charles Ogle
Tubal.....	Luke Cosgrave
Abner Fownes.....	Edwards Davis
Simmy.....	Johnny Fox
George Bogardus.....	Victor Potel
Jared Whitfield.....	Alphonse Ethier
Pee Wee Bangs.....	Cesare Gravina
Mrs. Churchill.....	Lillian Leighton

### The Story

CARMEL LEE inherits her uncle's paper, the Gibeon Free Press. She is twenty-two, a college girl, good looking, the kind of a girl it would be very difficult to frighten.

She finds that the paper "owes two-hundred more'n it's worth," also that the circulation is handicapped by the fact that most of the people know that Abner Fownes, a power in local politics and a sort of one-man band, holds a chattel mortgage on the paper and has always used it as a club to warp the policies of the publication to his own ends.

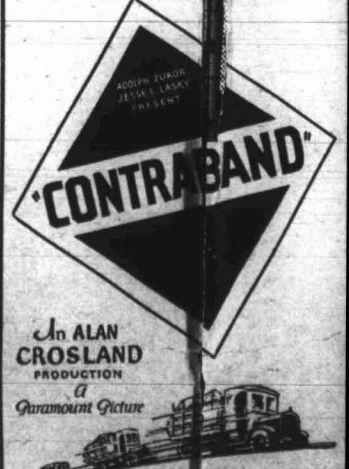
### "CONTRABAND" A COMEDY

Paramount Picture  
(Synopsis Story)

A YOUNG girl, single-handed battle against a ruthless rum-running gang in a small town near the Canadian border is the story told by the picture, "Contraband," which is the feature at the..... Theatre this week.

The picture is an Alan Crosland production, adapted by Jack Cunningham from the novel by Clarence Budington Kelland and featuring Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee. Miss Wilson plays the role of Carmel Lee, who inherits her uncle's run-down newspaper. Her determination to follow the dictates of her bosses who also control the running rings brings down on her and the show-down as the result of the

### RIALTO



With LOIS WILSON  
NOAH BEERY  
RAYMOND HATTON  
RAYMOND MCKEE

A TWELVE-CYLINDER comedy-romance of a girl who exposed a crooked "rig." And went through with her



A MOUNT

Anything in This Press Sheet May Be Reprinted

# SHEET

Adolph Zukor and Jesse L. Lasky present  
An ALAN CROSLAND Production  
"CONTRABAND"  
Wilson, Noah Beery, Raymond Hatton and Raymond McKee  
from the novel by Clarence Budington Kelland  
Screen play by Jack Cunningham  
A Paramount Picture

Lasky present  
Production  
Raymond Hatton and  
Kee  
Budington Kelland  
Bunningham  
Picture

To Help You Sell the Picture to the Public.

## AMERICAN STORY OF ROMANCE PRODUCED WITH BIG BOX-OFFICE CAST

CONTRABAND" A  
COMEDY

### FILM FACTS, HIGHSPOTS IN SMALL-TOWN STORY

aining

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Raymond McKee. The role of  
the town boss is played by  
Charles Ogle. The picture is a  
highly entertaining comedy-romance  
which also contains a murder  
mystery. The story is set in a  
small town on the Canadian border  
where a rum-running gang has  
established a stronghold. A  
young girl, single-handed, battles  
against the gang and its allies.  
The picture is a highly entertaining  
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contains a murder mystery.

Author, Scenarist, Cameraman, Type of  
Story, Big Scenes in Picture  
in Tabloid Form

#### Featured Players

LOIS WILSON, Noah Beery, Raymond Hatton, Ray-  
mond McKee. In "Contraband" you have Miss Wilson  
and Beery, stars of "North of 36," Hatton, of "The Devil's  
Cargo" and others, and McKee, star of "Down to the Sea in  
Ships," in a great fighting romance.

#### Producer

Alan Crosland who made "Sinners in Heaven," "Enemies  
of Women," "Under the Red Robe" and "Three Weeks."

#### Author

Clarence Budington Kelland. The high-priced Saturday  
Evening Post star writer never did anything better than  
"Contraband," his novel which also ran serially in the Post.

No writer in recent years has made such rapid advance  
in popularity as Kelland, because he likes to write the kind  
of story that Americans like to read.

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Jack Cunningham who wrote the screen play, "The Cov-  
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#### Cameraman

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#### Support

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is a "printer's devil" in "Contraband." Victor Potel of com-  
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Humor alternates with thrills to the vast enjoyment of any-  
one who sees this typical, breezy, Kelland story on the screen.

A girl, combined detective and "star reporter" engages in  
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A romantic comedy-drama of big doings in a small town,  
of a girl and her eccentric assistant, a "professor" who have  
a highly exciting time getting the story of a rum "ring" and  
escaping the "frame-ups" of the local bosses.

#### Appeal

In "Contraband" you have a big cast of box-office names  
in one of the finest stories by a nationally prominent author,  
produced by a man who has a long string of big screen hits  
to his credit—you have romance, drama, adventure, thrills,  
laughs and all the rest.

It's new and it's entertaining!



Noah Beery  
in the Paramount Picture  
"Contraband"

Production Mat 1PA

### NEW PARAMOUNT AT THE RIALTO

"Contraband" Features Fine  
Cast of Players

(Synopsis Story)

THE problem of outwitting a  
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solving a murder mystery is the  
interesting role played by Lois  
Wilson in "Contraband," Clar-  
ence Budington Kelland's novel  
which Alan Crosland produced for  
Paramount.

Taking over the reins as editor  
of a dying small town newspaper,  
Miss Wilson finds as her enemies  
the town bosses, one of whom  
holds a chattel mortgage on her  
paper and all of whom are mem-  
bers of a wholesale rum running  
ring.

The sheriff has about completed  
the gathering of evidence against  
the ring and on the eve of the day  
on which he plans to make a series  
of arrests he is abducted and, it  
is learned later, murdered.

Evan Bartholomew Pell, A. B.,  
Ph. D., LL. D., A. M., an absent-  
minded scholar, ousted superin-  
tendent of the town schools,  
played by Raymond McKee, ver-  
bally resents remarks made to  
Miss Wilson by Deputy Jenney,

RIALTO



An ALAN CROSLAND  
PRODUCTION  
A  
Paramount Picture  
with LOIS WILSON  
NOAH BEERY  
RAYMOND HATTON  
RAYMOND MCKEE

A TWE LVE-  
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Teaser, "There's something about a red-headed girl — See CONTRABAND!"

Arrange a window display of CONTRABAND goods taken in a raid. A card could tell about the picture.

Use the herald on this production if it's the only thing you do. It's a real novelty—a suitcase which opens and has scenes from the picture and selling talk inside. Of course, the back page is left blank for your theatre announcement.

See illustration on next page.

Tell them that the man who made "Enemies of Women" and "Sinners in Heaven" made this one also. Miss Wilson, Beery, Hatton and the others all mean something to the fans. Get their names into your ads.

See list of exploiters on third page. Get in touch with the one in your territory.



Lois Wilson  
in the Paramount Picture  
"Contraband"

Production Mat 1PB

**W**HEN Carmel Lee took over the management of a small town newspaper she let herself in for all the excitement in the world. Audiences will get the same thrill she got and rejoice in one of the most appealing love-comedies ever filmed.

Here is a story of a girl in a Great Lakes town who inherits a paper that is just about two hundred dollars worse off than nothin' and uses it to clean up a small town mysteriously "wet." With the help of an erratic "professor," she attempts some star detective work and journalistic coups.

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#### CAST

<i>Carmel Lee</i> .....	Lois Wilson
<i>Deputy Jenney</i> .....	Noah Beery
<i>Launcelot Bangs</i> .....	Raymond Hatton
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### The Story

**C**ARMEL LEE inherits her uncle's paper, the Gibeon Free Press. She is twenty-two, a college girl, good looking, the kind of a girl it would be very difficult to frighten.

She finds that the paper "owes two-hundred more'n it's worth," also that the circulation is handicapped by the fact that most of the people know that Abner Fownes, a power in local politics and a sort of one-man band, holds a chattel mortgage on the paper and has always used it as a club to warp the policies of the publication to his own ends.

The first move Carmel makes is to tell Fownes that until his mortgage comes due she is going to run the newspaper without outside suggestion. Then she hires a studious fellow by the name of Pell, just ousted from the position of

Superintendent of editorials. Together they frame a beautiful best-dressed and handsomest man in town, produces keen rivalry between the local photographer and the haberdasher.

Her next step is to pry into the mysterious disappearance of the sheriff who was known to be hostile to the man who owns the mortgage on her paper. Her search gives her a clew that points to Fownes not only as the abductor of the sheriff but the head of a band of desperadoes who are conducting a big smuggling business over the Great Lakes.

One morning Pell fails to put in an appearance at the office of the paper. Carmel receives an anonymous note, supposedly from one of the bootleggers who has been double-crossed and wants to even things up by "squealing" on the rest.

Carmel goes to the Lakeside Hotel, the place mentioned in the note and is taken prisoner. Pell is already a captive there. The girl manages to escape and races to town in a machine.

The citizens of Gibeon are at a town meeting called to discuss the disappearance of Sheriff Churchill. Carmel rushes in, mounts the platform, tells the news and leads them all out to the hotel. Fownes sends the crooked deputy-sheriff Jenney out to stop the crowd by telling them that he (Jenney) has already raided the place himself. Jenney is taken into custody by a Federal Marshall; the rum ring is broken up and Fownes exposed for what he is.

Carmel finds Pell and the latter is considerably surprised to learn that the girl thought he was going to die. He has not the slightest intention of dying. In fact, he has just come to life.

**A** battle against a small town rum-running gang in near the Canadian border is the story told by the picture, "Contraband," feature at the..... Theatre this week.

The picture is an production, adapted by Jack Cunningham from the novel by Clarence Kelland and features Noah Beery, Raymond McKee, and

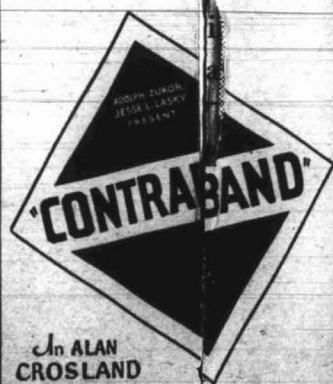
Miss Wilson, who plays the role of Carmel Lee. The picture is a story of a girl who inherits a small town newspaper. Her determination to follow the dictates of the bosses who also control the running rings brings down on her and the show-down as the

a ruthless border is the paramount picture which is the Theatre

Alan Crosland, who made "Sinners in Heaven," from the novel by Clarence Budington Kelland and features Lois Wilson, Raymond Hatton and

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## RIALTO



In ALAN CROSLAND PRODUCTION  
A Paramount Picture



LOIS WILSON  
NOAH BEERY  
RAYMOND HATTON  
RAYMOND MCKEE

**A TWILVE CYLINDER**  
comedy-romance of a girl who exposed a crooked "ring." And went through with her fight in the face of a scorching backfire.

his desire. His has been when the astically informed a fine comedy his Crosland Paramount. "It has become and I being hus One or said long. Jenney, a crooked had warned the g stirring up any sheriff's disappearance he has her carried the Lakeside Hotel the booze shipping manages to escape to town where the meeting called to Churchill's case. story and everyone the Lakeside. place and capture Here's an ad claimed to be br and real thrills. also appeared as Saturday Evening There's a great support of the pr



ry told by the Paramount picture at the... Theatre all week. The picture is an production, adapted by Jack Cunningham and Clare Budington Beery, Raymond McKee, and Lois Wilson, and Hatton and Miss Wilson. The role of the town's leading lady is inherited by her. Her determination not to be a victim of the town's sinners who also come to the rings brings down on her and the town as the result of the

**LOIS WILSON, Noah Beery, Raymond Hatton, Raymond McKee.** In "Contraband" you have Miss Wilson and Beery, stars of "North of 36," Hatton, of "The Devil's Cargo" and others, and McKee, star of "Down to the Sea in Ships," in a great fighting romance.

#### Producer

Alan Crosland who made "Sinners in Heaven," "Enemies of Women," "Under the Red Robe" and "Three Weeks."

#### Author

Clarence Budington Kelland. The high-priced Saturday Evening Post star writer never did anything better than "Contraband," his novel which also ran serially in the Post.

No writer in recent years has made such rapid advance in popularity as Kelland, because he likes to write the kind of story that Americans like to read.

#### Scenarist

Jack Cunningham who wrote the screen play, "The Covered Wagon."

#### Cameraman

Al Siegler

#### Support

Charles Ogle, Luke Cosgrave the old man who was so good in "Hollywood," Edwards Davis, Lillian Leighton, of "Rugles of Red Gap," etc. Little Johnny Fox, the freckle-faced, gum-chewing, banjo-playing kid of "The Covered Wagon" is a "printer's devil" in "Contraband." Victor Potel of comedy fame has a funny part.

#### Type of Story

Humor alternates with thrills to the vast enjoyment of anyone who sees this typical, breezy, Kelland story on the screen.

A girl, combined detective and "star reporter" engages in undertakings of high adventure.

A romantic comedy-drama of big doings in a small town, of a girl and her eccentric assistant, a "professor" who have a highly exciting time getting the story of a rum "ring" and escaping the "frame-ups" of the local bosses.

#### Appeal

In "Contraband" you have a big cast of box-office names in one of the finest stories by a nationally prominent author, produced by a man who has a long string of big screen hits to his credit—you have romance, drama, adventure, thrills, laughs and all the rest.

It's new and it's entertaining!

#### Other Selling Points

"Contraband" is a special production of a kind of story that made "Back Home and Broke" so popular—a story of a girl who comes to take over her uncle's newspaper and tries to run the place clear to the out of it herself—and of a

man who is at first "too proud to fight" until he falls in love with this fighting girl.

Then things happen!

#### Big Scenes

The picture opens on the office of the Gibeon Free Press where Simmy, the printer's devil, and an old journeyman printer have come to the conclusion that they are going to quit flat when the new boss arrives. "I ain't gonna work for no goil," says Simmy. But they both change their mind when the "boss" does arrive.

A big punch scene in the picture is the fight between Noah Beery and the diminutive Ray McKee. McKee resents something Noah says to Miss Wilson in the production and Beery wipes the streets with him for his pains.

Then there's the mysterious disappearance of the sheriff, later found murdered in a bog, and the raid on the Lakeside Hotel and exposing of a big rum plot.

The attack on the newspaper by a band of men armed with axes and sledge-hammers bent on breaking up the presses. Miss Wilson scares them off by peppering them with bird-shot.

Comedy street scenes showing McKee dodging in and out of auto trucks collecting some windblown memorandums. One of the trucks swerves to avoid hitting him and crashes through the wall of a building and a case of "lumber" falls to the ground and spills all over. This sets the girl editor hot on the trail of the bootleggers.



Noah Beery in the Paramount Picture "Contraband"

Production Mat IPA

## NEW PARAMOUNT AT THE RIALTO

"Contraband" Features Fine Cast of Players

(Synopsis Story)

**T**HE problem of outwitting a rum running combine and solving a murder mystery is the interesting role played by Lois Wilson in "Contraband," Clarence Budington Kelland's novel which Alan Crosland produced for Paramount.

Taking over the reins as editor of a dying small town newspaper, Miss Wilson finds as her enemies the town bosses, one of whom holds a chattel mortgage on her paper and all of whom are members of a wholesale rum running ring.

The sheriff has about completed the gathering of evidence against the ring and on the eve of the day on which he plans to make a series of arrests he is abducted and, it is learned later, murdered.

Evan Bartholomew Pell, A. B., Ph. D., LL. D., A. M., an absent-minded scholar, ousted superintendent of the town schools, played by Raymond McKee, verbally resents remarks made to Miss Wilson by Deputy Jenney, one of the rum runners, portrayed by Noah Beery. McKee is given a fine trimming for his trouble.

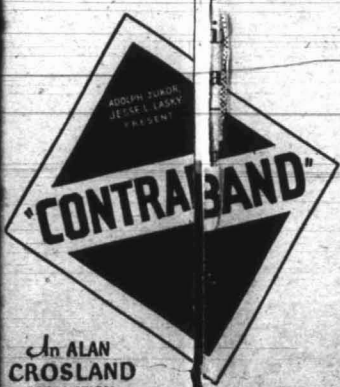
The ring decides it must get rid of Miss Wilson and McKee and, abducting them, has them placed together in a hotel room and kept prisoners. Deputy Jenney stages a fake raid on the hotel in an effort to discredit the pair.

Beery enters the room and McKee, still bruised from his first encounter with the giant deputy, tackles him again. The outcome of this fight and the events that follow keep the story moving at an ever-quicken pace to an unexpected finish.

There's action in "Contraband," thrills, love interest, genuine comedy, big scenes galore—everything that goes to make excellent screen entertainment.

Raymond Hatton is featured with Miss Wilson, Beery and McKee in the production which opens at the... Theatre on... next. Among the big names in the supporting cast are Charles Ogle, Lillian Leighton, Alphonse Ethier, Johnny Fox, Edward Davis and Victor Potel, erstwhile comedy star. Potel and Hatton furnish many a laugh in the picture.

RIALTO



An ALAN CROSLAND PRODUCTION  
A Paramount Picture  
with LOIS WILSON, NOAH BEERY, RAYMOND HATTON, RAYMOND MCKEE

**A T W E L V E**  
**C Y L I N D E R**  
comedy-romance of a girl who exposed a crooked "ring." And went through with her fight in the face of a scorching battle.

slana Paramount.  
"It has become a I being hus... ne or said peng... ney, a crooked... warned the g... ring up any... riffs disappear... has her carried... Lakeside Hot... booze shipp... nages to escape... town where th... eting called to... archill's case... ry and everyon... Lakeside. She tells her... ce and capture... Here's an adv... imed to be br... d real thrills... so appeared as... turday Evening... There's a great... port of the pr...

ast playing in  
cipals.



# Attractive Newspaper Ads, Novelty H



REST  
OF  
BILL

CLARENCE BUDINGTON KELLAND, the high-priced Saturday Evening Post star novelist, never offered you a better story than "Contraband."

Produced by the man who made "Sinners in Heaven" and guaranteed 100%-proof for thrills, love and stirring action.

Screen play by Jack Cunningham

## RIALTO THEATRE

Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press Ad 2ASX

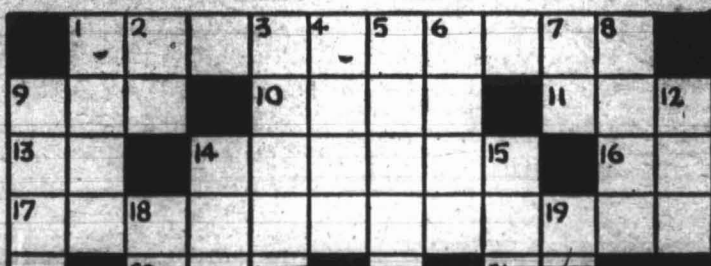
## CROSS WORD PUZZLES —

**T**WO-COLUMN cross word puzzle newspaper mats—similar to the one on "Contraband" illustrated below—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



Three-column New

Advertiser



Three-column Production Mat

## Catchlines for Ads or

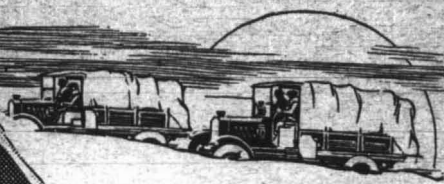
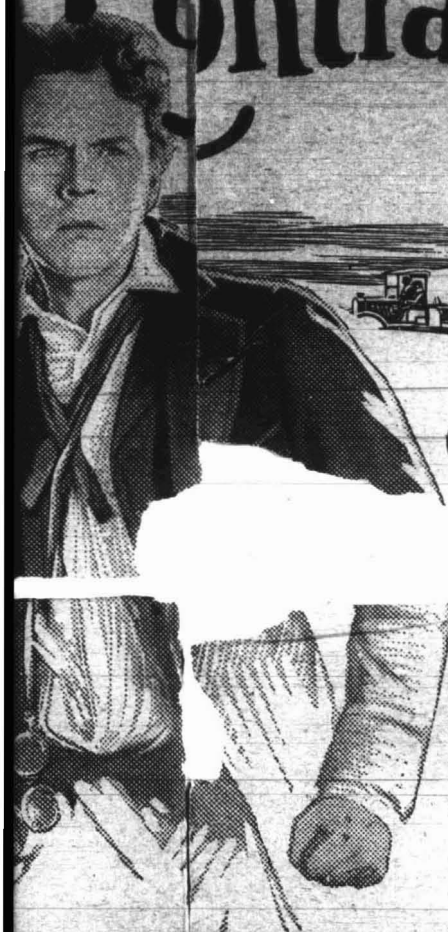
Three miles out in a sea of thrills and romance—"Contraband."

The story and was aln



# Novelty Herald and Other Good Aids

## "Contraband"



With **LOIS WILSON**  
**NOAH BEERY**  
**RAYMOND HATTON**  
**RAYMOND MCKEE**

CAUSING ro-

... of a girl who fought a crooked town, when fighting meant bucking the unscrupulous "boss" and his desperate "ring."

Produced by the "Sinners in Heaven" director, and packed with the same brand of hair-raising adventure.

## THEATRE NAME

Free-column New

Advertisement 3A



Lois Wilson and Raymond McKee in the Action "Contraband" A Paramount Picture

Three-column Production Mat 3P

## es for Ads or Programs

f thrills and ro-

The story of a girl who tried to run a town and was almost run out of it.



Lois Wilson and Raymond McKee in the Alan Crosland Production "Contraband" A Paramount Picture

Two-column Production Mat 2P

## Trailers Build Business!

Regular Service Trailers are issued on all Paramount Pictures, by National Screen Service, Inc. They consist of 75 feet of film, including two or three good selling titles and five or six carefully selected punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with \$1 refund if returned in two weeks. Regular Service Trailers thus cost you \$3.50 or \$1.50 net, depending on when you play the picture. You can get such a Trailer on "Contraband."

### Monthly Service

National Screen Service, Inc., offers a Regular Trailer Service by which you can secure Trailers on the productions of all companies, including Paramount, at the cost of \$25 monthly, no matter how many bookings you have. Monthly customers get De Luxe Trailers at special price of \$5 net. In addition you get, free of charge, special animated openings and closings with your own theatre name on them. There are several styles of these and they are frequently changed without cost to you. You also get, free of charge, "combination day sets" which are animated titles reading "Monday and Tuesday" or "All Week, Starting Sunday" or any other possible combination. Regular monthly customers just send their bookings in weekly to the nearest National Screen office. The Trailers come in automatically, without further trouble and in ample time.

### Animated Titles

National Screen also offers special holiday greetings animated titles for every holiday in the year. These are of three classes, costing \$10, \$6, and \$3, with \$5 extra for superprinting the name of your theatre on them.

Paramount Trailers are prepared by the Paramount production and advertising department in cooperation with National Screen Service, Inc., and distributed exclusively by the latter concern. They are the most valuable kind of advertising you could possibly secure. An exhibitor who is not a Trailer user is overlooking a wonderful bet.

## Danger Ahead!



A LONE girl on the trail of a band of criminals.

A trail lined on the one side with



Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press Ad 2ASX

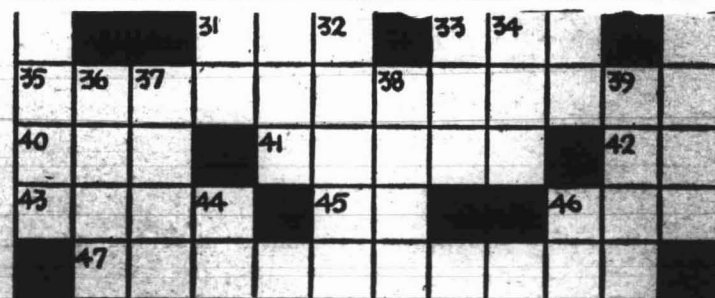
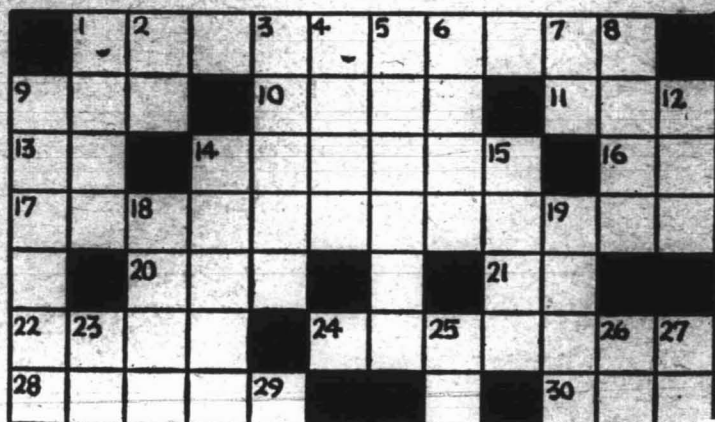
## CROSS WORD PUZZLES —

**T**WO-COLUMN cross word puzzle newspaper mats—similar to the one on "Contraband" illustrated below—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



### HORIZONTAL

1. Heroine of "North of 36"
9. Propel a boat
10. Girl's name
11. Fish eggs
13. Any powerful deity
14. An eagle's nest
16. A preposition
17. Well known film director
20. Governor-General of Philippines in 1906
21. And (Latin)
22. Put up for preservation
24. Decried
28. Curses
30. Corroded
31. Like (suffix)
33. River in Turkestan
35. Dispositions
40. Before
41. The last King of Troy
42. An exclamation
43. An American silver coin
45. Hypothetical force
46. The alder (prov. Eng.)
47. Contrary to the law

### VERTICAL

1. To lounge
2. Exclamation of pain
3. Cut
4. A dam
5. An incursion
6. A beautiful Greek woman
7. Conjunction
8. Midday
9. Approached again
12. The finish
14. Also a boat (two words)
15. Electrical (abbr.)
18. A vulgarity
19. Reach
23. Rough lava
25. A green and yellow flowered plant
26. And (French)
27. Spell wrought by running three times around an object
29. A pace
32. A mistake
34. Man's nickname
36. Man's name
37. A memorandum (abbr.)
38. An opera
39. A dull sound
44. Printer's measure
46. Indefinite article

CONTRABAND

Two-column Press Advertisement 2AX

# THEATRE

Three-column Newspaper Advertisement



Noah Beery, Lois Wilson and Raymond McKee  
Alan Crosland Production "Contraband"

Three-column Production Material

## Catchlines for Ads on

Three miles out in a sea of thrills and romance—"Contraband."

The story and was aln

The story of a man who was "too proud to fight"—till he fell in love with a fighting girl.

One man see them fig

The producer of "Sinners in Heaven" made "Contraband," and in both stories a man and a woman fight the forces and habits of a hostile world.

They were "Contraband"—outlawed by the whole town—but they loved each other, so they fought back and won.





Produced by the  
"Sinners in Heaven"  
director, and packed  
with the same brand  
of hair-raising adven-  
ture.

Lois Wilson and Raymond McKee in the  
Alan Crosland Production "Contraband" A Paramount Picture  
Two-column Production Mat 2P

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# THE NAME

Two-column New Advertisement 3A



Lois Wilson and Raymond McKee in the  
Production "Contraband" A Paramount Picture  
Three-column Production Mat 3P

## s for Ads or Programs

thrills and ro-

The story of a girl who tried to run a town  
and was almost run out of it.

"too proud to  
fighting girl.

One man and a girl facing a hostile world—  
see them fight back in "Contraband."

"Sinners in Heaven" made  
lies a man and  
his own hostile

outlawed by the  
other, so they

with thrill-

## HERALD

To the left is illustra-  
ted the cover of the four-  
page colored novelty  
herald on "Contraband."

Inside pages contain  
punch scenes from the  
picture and expert sales  
talk. Back page left  
blank for theatre name,  
etc.

Only \$3.00 per  
1,000.

## Danger Ahead!



A LONE girl  
on the trail of  
a band of crim-  
inals.

A trail lined on  
the one side with  
hair-raising thrills,  
and on the other  
with delicious  
comedy.

The kind of en-  
tertainment that  
warms the heart.

ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

An ALAN  
CROSLAND  
PRODUCTION

# "Contraband"

With  
LOIS WILSON  
NOAH BEERY  
RAYMOND HATTON  
RAYMOND MCKEE

From the novel by Clarence Budington Kelland  
Screen play by Jack Cunningham

Two-column Press Advertisement 2A



# Advance Publicity Stories, Specials,

## "CONTRABAND" A NEWSPAPER TALE

### Paramount Screen Version of Kelland Novel

A NEWSPAPER story with a real newspaper flavor is assured in "Contraband," a Paramount picturization of the novel by Clarence Budington Kelland produced by Alan Crosland with Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee featured in the principal roles.

The story centers around a small-town newspaper inherited by a young college girl. A real newspaper office was erected for scenes in the picture at Paramount's West Coast studio with a press of 1500 copies an hour capacity and a stock of type sufficient for the needs of any rural paper and with the aid of two journeymen printers an edition of the Gibeon Free Press was printed right before the all-seeing eyes of the camera.

All the men connected with the filming of "Contraband" have had newspaper experience. Jack Cunningham, who adapted the story to the screen, Crosland, the director, and others.

Lois Wilson is the girl editor in the picture who combines sleuthing with her newspaper work and stirs up no end of excitement for herself. Beery has a heavy role of a crooked deputy sheriff. Hatton furnishes much of the comedy in the production and McKee is cast as an absent-minded and self-centered professor hired to dig up stories and write editorials for the Free Press.

Charles Ogle, Victor Potel, of comedy fame, Luke Cosgrave, little Johnny Fox, Lillian Leighton, Edwards Davis and other big names appear in the strong cast playing in support.

### Great Thrill Scenes in Paramount's "Contraband"

Flirting with death in the path of several large automobile trucks, weighted down with heavy cargoes and travelling thirty-five miles an hour—a speed at which it is difficult to control the road behemoths—was the pleasant pastime indulged in by Raymond McKee during the filming of "Contraband," Alan Crosland's latest Paramount production, which Jack Cunningham adapted from the absorbing novel by Clarence Budington Kelland.

In this scene, which was made at night, McKee is shown gathering up a bundle of order blanks that had been blown from his hand and into the road. While gathering them up in an absent-minded way, he was nearly run down by the trucks, the skill of the hand-picked drivers alone being responsible for the averting of such a catastrophe.

One driver, particularly carefree regarding his own well-being, was selected for the most hazardous task which he accomplished perfectly. He twisted the steering wheel first to one side and then the other, avoided McKee by an eel's whisker and finally crashed into the bank at the side of the road. He cheerfully announced afterward that he was not even shaken up.

This is only one of the many spectacular thrills in the picture which bristles with melodramatic action revolving around the efforts of a young newspaper editress to break up a political and rum-running ring.

Besides McKee, the featured players include Lois Wilson, Noah Beery and Raymond Hatton. "Contraband" will be the feature at the Theatre on ..... next to remain for ..... days.

### Wuxtry! Screen Villain Wins Film Fight by K. O.

Noah Beery has won a film fight at last!

This brawny athlete, one of the outstanding villains of the screen, a mighty man who towers six feet one inch ceilingward and who weighs 210 pounds, won his first battle since

## SPECIALS

### The Man in the Mob

THE man in the mob scene in a motion picture makes a big mistake when he thinks the director does not see him.

Alan Crosland made this statement during the filming of mob scenes in "Contraband," his newest Paramount production which is coming to the Theatre for a three days' run beginning next.

"If there were five thousand men in a mob scene and one of them had unusual ability, it would not be the least bit remarkable for the director to pick him from the crowd," declared Crosland. "The minor player who merely goes through the motions, thinking the director will not notice him among so many others, makes a grave error."

"Directors are trained to notice little things. They are constantly looking for new faces and it is surprising how well a person can learn

to judge another almost at a glance.

"It is greatly to the director's credit when he uncovers and develops a 'find'. The old order of players is always changing and must be replaced by the new. It is the same in any business, and the man who shirks because he feels his employer is not paying him particular attention is guilty of a piece of very poor judgment."

"Contraband" is based on the novel of the same name by Clarence Budington Kelland. It centers around a girl editor in a small town who determinedly sets out to break up a political ring, the leader of which is also the head of a rum-running gang that is making the town its headquarters.

A large and competent cast has been assembled which includes some of filmdom's most popular players. Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee effectively handle the featured roles.

### Hatton Boxing Promoter

When Jackie Fields, Olympic featherweight boxing champion, becomes a professional, Raymond Hatton will cease to be the boy's Santa Claus.

Hatton, one of the screen's best character actors, is a member of the Los Angeles Athletic Club and three years ago he induced Fields, a bell hop at the club, to join George Blake's boxing class there.

Each Saturday night there was a boxing card and when Fields started in the game Hatton pepped him up by promising a gift if he won. Once it was a pair of shoes, another time a bath robe and more than once a new suit. Fields went through the national preliminaries in Boston this year and was selected as a member of the Olympic team. He came back to America world champion.

Hatton is featured with Lois Wilson, Noah Beery and Raymond McKee in the Alan Crosland-Paramount production, "Contraband," due next ..... at the ..... Clarence Budington Kelland wrote the story.

### A Crazy Autobiography of LOIS WILSON

An intimate glimpse of the charming Paramount star who comes to the Theatre next in "Contraband."

Some people pronounce my first name Lose. But I'm not vindictive, I know they don't mean it that way. I used to be a school marm and I know that lots of kiddies think they would be happier if all teachers went into the movies. I belong to the South, and some folks will tell you where that is, whilst others will tell you what it is and still others why it is. I'm not in the movies because of any special desire to see myself face to face—a mirror is always handier and is more truthful and to the point. Nor do I like doing things over and over until my actions hap-

## ALL-STAR CAST IN "CONTRABAND"

### Lois Wilson, Noah Beery and Others Are Featured

"CONTRABAND," a Paramount screen version of Clarence Budington Kelland's novel which also ran serially in the Saturday Evening Post, comes to the Theatre for a ..... days' run on ..... next. Alan Crosland, who made "Enemies of Women," "Sinners in Heaven" and others, directed the production, written for the screen by Jack Cunningham, who adapted "The Covered Wagon."

Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee are featured in the principal roles of the picture which is a small-town mystery romance in which a young girl uses the newspaper she has inherited from her uncle to lead a band of crooked rum-runners.

Miss Wilson comes to Gibeon to prove to the folks back home that she is able to run a newspaper. She is letting herself in for more excitement than she ever dreamed of.

Beery has a heavy role of a crooked deputy sheriff, one of the rum-runners. Hatton has a comedy role of the town photographer who prides himself on being one of the town's handsomest men and one of its best-dressers. He and Victor Potel, as a haberdasher, hand audiences many a laugh throughout the picture.

Raymond McKee is a professor with a long string of degrees attached to his calling card. He is ousted as the Superintendent of Schools in Gibeon and Miss Wilson hires him to write editorials for her paper.

Edwards Davis, heading the cast playing in support of the principals, is the head of the rum-ring, the big mucky-muck of the town—a sort of one man band in himself. Charles Ogle has the part of Sheriff Churchill who is killed by the rum-runners on the day of his proposed raid.

Others in the cast include little Johnny Fox, of "Covered Wagon" fame, as a printer's devil, Luke Cosgrave, Alphonse Ethier, Cesare Gavina and Lillian Leighton.

### Newspaper Man Adapts Newspaper Screen Story

The most pleasant task undertaken by Jack Cunningham during his career as a scenarist was the work of adapting for screen use Clarence Budington Kelland's novel, "Contraband," which deals with the exciting adventures of a girl editor of a small town newspaper. The story served as material for Alan Crosland's latest Paramount production, which is scheduled to open at the ..... on .....

The ease and rapidity with which Cunningham translated this novel of newspaper life into screen terms is directly traceable to the fact that before his entry into the motion picture field, he made a brilliant record as a member of the Fourth Estate.

His newspaper career dates back to the time when at the age of thirteen he became a printer's devil in a little Iowa town. Four years later he was a journeyman printer and, with the money he earned, paid his way through Cornell College, Mt. Vernon, Iowa.

During the next fourteen years he worked on more than 100 newspapers of the United States, from the smallest to the largest. His last newspaper job was that of telegraph editor of the New York Evening Sun.

As a scenarist, Cunningham has many successful screen adaptations to his credit. He, it was, who scenarized "The Covered Wagon," the film epic which James Cruze produced.

Aside from its accuracy in newspaper atmosphere and background, its comedy-drama flavor and expert direction, "Contraband" is distinguished for its talented cast which includes a group of screen players of recognized ability. Those featured are Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee.

### Comedian in "Contraband"

### A Motion Picture With Four Villains

THIS unusual state of affairs exists in Alan Crosland's newest production for Paramount, "Contraband," which opens at the Theatre on .....

Two of the villains are Noah Beery and Edwards Davis who have long made a profitable business of impersonating scoundrels on the screen. The names of the other two villains are withheld inasmuch as the identity is concealed until the end of the story.

"Contraband" was adapted for the screen by Jack Cunningham from Clarence Budington Kelland's novel appearing in the Saturday Evening Post serial by the name of "The Devil's Cargo."

Beery, Raymond McKee and the leading

cast include

Lillian Leighton and Alphonse

Charles Ogle, Victor Potel, Alphonse Ethier.

### Lois Wilson is Only Girl in "Contraband"

Even though Lois Wilson is only girl in the featured cast of Paramount picture, "Contraband," coming to the Theatre, she hasn't everything her own way—not by a long shot.

Miss Wilson inherits her run-down small town newspaper what's more, she is featured in a "go" of it. She is featured in a production with Noah Beery, Raymond McKee and Raymond McKee. The story is an adaptation of Clarence Budington Kelland's novel, "Contraband," produced for the screen by Alan Crosland, who adapted "The Devil's Cargo" and others.

Edwards Davis heads the cast playing in support of the principals of a crooked politician, head of a band of rum-runners who, before, had the Gibeon Free Press as a scheme and furiously when he learns that he handle the new "boss" of the town. As he had handled her uncle's position so good. Davis is always trying to tell her to run the press. Noah Beery, crooked deputy sheriff and "yes-man."

### Hatton Has Fine Role in New Paramount Film

From first-mate to photographer that's the jump made by Raymond Hatton in stepping from his characterization of a sailor in Paramount's "The Devil's Cargo" to his new role in the Alan Crosland production "Contraband," an adaptation of Clarence Budington Kelland's novel which Jack Cunningham adapted.

Hatton is the town photographer in "Contraband," which comes to the Theatre next. Lois Wilson, Carmel Lee, editor of the Gibeon Free Press which she had inherited from her uncle, starts a hand man contest to boost the circulation of the newspaper. Now Hatton believes that a man of his position should necessarily be more of a smooth article and a sn dresser. In fact, he prides himself on being the most attired of Gibeon.

Victor Potel is the town haberdasher in the production. He dresses up "just for the fun of knocking 'em dead," as he himself explains. This great comedy pair furnish a lot of laughter for audiences in "Contraband." Their fight in the photographer's studio is a side-splitter.

Hatton and Lois Wilson are featured with Noah Beery and Raymond McKee in the picture. Others in the cast include Charles Ogle, Edwards Davis, Lillian Leighton and Alphonse



# Specials, Newspaper Reviews, Shorts

## A Motion Picture With Four Villains

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"Contraband" was adapted for the screen by Jack Cunningham from Clarence Budington Kelland's novel and Saturday Evening Post serial by th-

Beery, Raymond McKee in the leading

cast includes

players as

William Leighton,

and Alphonse

Charles Victor Ethier.

## Lois Wilson Only Girl in "Contraband"

Lois Wilson is the featured cast of the only girl in the film, "Contraband," Paramount picture. Theatre..... coming to the..... her own way she hasn't everything.

Miss Wilson inherits her uncle's young girl who runs a town newspaper, takes it over and, what's more, makes a "go" of it. She Noah Beery, Raymond McKee, Raymond Hatton and Raymond McKee. The story is an adaptation by Jack Cunningham of Clarence Budington Kelland's novel, "Sinner's in Enemies of Woe."

Heaven and other heads the cast play the principals. He in support of a crooked politician, head of a band of rum-runners who, he schemes and he is of furthering his "boss" of the paper handle the new her uncle. That's as he had handled's position is not why Miss Wilson as Abner Fownes so good. Davis, to tell her how to is always trying Noah Beery is a run the press. Sheriff and Fownes's crooked deputy-s "yes-man."

## Hatton Has Fine Role in New Paramount Film

From first-mate to photographer—made by Raymond Hatton in stepping from his characterization of a sailor in "The Devil's Care" in the Alan Crosland production of "Contraband," an adaptation of Clarence Budington Kelland's novel by Jack Cunningham.

Hatton is the town photographer in "Contraband," which comes to the..... next..... Lois Wilson, as Carmel Lee, editor of the Gibeon Free Press which she had inherited from her uncle, starts a handsome man contest to boost the circulation of the newspaper. Now Hatton believes that a man should necessarily be more or less of a smooth article and a snappy dresser. In fact, he prides himself on being the nattiest attired citizen of Gibeon.

Victor Potel is the town haberdasher in the production. He dresses 'em up "just for the fun of knocking 'em dead," as he himself explains. This great comedy pair furnish laugh after laugh for audiences in "Contraband." Their fight in the photographer's studio is a side-splitter.

Hatton and McKee are featured with Noah Beery and Raymond McKee in the picture. Others in the cast include Charles Ogle, Edwards

## MYSTERY, THRILLS IN NEW PICTURE

### "Contraband" Loaded With Big Punch Scenes

RUM running on a wholesale scale is shown in "Contraband," Alan Crosland's newest Paramount production coming to the..... Theatre on.....

The inside workings of the transportation of contraband liquor, an illegal industry which the government combats at an annual cost of millions, are faithfully depicted.

The featured roles in "Contraband," Clarence Budington Kelland's story which Jack Cunningham adapted for screen use, are played by Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee.

Miss Wilson has the role of Carmel Lee, a young girl who inherits a small-town newspaper and uses it to expose a rum ring using a deserted hotel in the outskirts of the

town as a storehouse for the liquor which they smuggle over the border in motor trucks.

The sheriff of the county disappears and the girl is told to "lay off" making any mention of the disappearance in her paper, but she goes right ahead and gets out an edition headed "What Happened to Sheriff Churchill?" She is made a prisoner by the rum-runners.

From this point the picture builds to a real smash climax. There are fights, thrills, drama, comedy. To see "Contraband" is to be entertained.

### Real Reel Fight

The most exciting half hour experienced by Raymond McKee during the making of "Contraband," Alan Crosland's newest Paramount production, occurred in the fight scenes featuring Noah Beery and himself.

McKee is five feet eight and weighs 138 pounds.

Beery is an even six feet and weighs 210 pounds.

While McKee is a good athlete in general and a first rate boxer in particular, he never was built for the purpose of stopping punches delivered as a man of Beery's bulk and strength propels them.

During the making of the fight scenes McKee was knocked down an even fourteen times. He insisted on making the fight a real one. It was. When it was over he was ready to call it a day.

Beery and McKee are featured with Lois Wilson and Raymond Hatton in the picture which was adapted to the screen from the novel of the same name by the Saturday Evening Post writer, Clarence Budington Kelland.

There's a strong supporting cast in the picture, coming next..... to the..... Theatre.

### Back Again

The haberdashery business drove Victor Potel into motion pictures and at the end of 14 years he is a haberdasher again—on the screen.

Potel, a long, angular individual, makes use of his knowledge of how to manage a "gents' furnishings store" as the proprietor of such an establishment in "Contraband," Alan Crosland's newest production for Paramount, coming to the..... on.....

After leaving school Potel tried several lines of endeavor and finally accepted a place in his brother's haberdashery at eight dollars a week and commission.

"I decided that in such a position I ought to be a nobby dresser and I wore the latest styles," said Potel, "but peg top trousers and bulldog toed shoes were so ridiculous on me that even the other clerks laughed. When I'd try to sell a suit of clothes to a man he'd look at me and then at the suit. Then he'd decide not to buy."

## REVIEWS

### "Contraband"

CONTRABAND," the new Paramount picture, which opened at the..... Theatre last night, is as exciting and thrilling as its title would lead one to believe. Rum-runners, bootleggers, crooked politicians, a villainous deputy sheriff, a beautiful girl editor and a scholarly young professor—these are some of the ingredients in the latest Paramount comedy-melodrama.

The photoplay was adapted from the gripping novel of the same name by Clarence Budington Kelland, by Jack Cunningham. The story has lost none of its vitality in the process of transference to the screen, and Alan Crosland, the director, has taken full advantage of the many opportunities the plot affords, so that from start to finish, the picture is an alternating succession of ups and chuckles.

The gasps are furnished by no less than four—count 'em—four villains, and the chuckles are provided by the bewildered-looking young professor, who proves in the end, that in spite of his academic training, he is quite human and as susceptible to Cupid's darts as any human.

In brief, the story details the adventures of a lovely young miss, who inherits a small-town bankrupt newspaper and proceeds to make of it a paying proposition and a force for good in the community. Her efforts to clean up the town are frowned upon by a local politician who is the secret head of a band of rum-runners and bootleggers. With the assistance of his chief henchman, a villainous deputy-sheriff, he tries to discourage and discredit the girl, but all his plans fail, and at the conclusion law and order triumph.

Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee are featured in the principal roles of the picture.

### (Review No. 2)

Melodrama as you like it—this, in brief, sums up the latest Paramount production, "Contraband," Alan Crosland's vivid picturization of the novel by Clarence Budington Kelland, now at the..... Theatre.

Those who read the book know that the story revolves around the efforts of a young girl editor in a small town to rid the community of the vicious political elements who are in control of the local government.

In the course of her investigations, the girl discovers that even those forces that are presumably on the side of law and order are in reality in league with her enemies. But with the knowledge that she is fighting for the right and with the help of a young professor, who has been a victim of the political ring, she is successful in cleaning up the town.

The picture is chock-full of thrilling action and sheds considerable light on present-day activities of rum-runners and bootleggers. The inside workings of a small-town newspaper are accurately portrayed, and the atmosphere and background of the average Main Street is true to life.

The film has its lighter moments and there is humor of a particularly appealing kind. The romance of the girl editor and the pompous professor furnishes many a laugh, and the rivalry between the photographer and the haberdasher for the honor of being acclaimed the handsomest and best-dressed man in town adds to the merriment.

An exceptionally fine cast has been assembled, every member of which is perfect in his or her characterization. The featured roles are in the capable hands of such well known screen celebrities as Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee.

### Closes Run Today

The final showings of the Paramount picture, "Contraband," an Alan Crosland production featuring Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee which opened at the..... Theatre last

## NEW PARAMOUNT COMEDY-THRILLER

### "Contraband" Combination of Fun, Furious Action

THE Alan Crosland-Paramount production, "Contraband," featuring Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee, will be shown next..... at the..... Theatre.

The story, which Jack Cunningham skillfully adapted from the absorbing novel of the same name by Clarence Budington Kelland, combines rip-roaring action, wholesome humor and a rousing romance.

What could be more provocative of thrills and excitement than a beautiful young miss, editor of a small-town newspaper, starting in to solve the mysterious disappearance of a sheriff and finding herself fighting a gang of rum-runners and bootleggers?

And what is funnier than a male beauty contest with its inevitable rivalry or the romance of a dis-

fined young professor who tries to express his love in words of six syllables?

Add to that a villainous deputy-sheriff and a crooked politician who holds a mortgage on the newspaper, and you begin to realize that the picture possesses all the necessary ingredients for an hour of worth-while entertainment.

To make certain that justice would be done to the various characters in the story, Director Crosland has assembled a hand-picked cast of experienced and popular players. Lois Wilson, as the amateur editor-detective, has a role that offers her splendid opportunities of displaying her delightful personality and histrionic ability; Noah Beery is an effective villain; Raymond Hatton portrays a serio-comic part in his usual finished style; and Raymond McKee is very convincing and decidedly humorous as the unworlly professor.

All in all, "Contraband" shapes up as mighty likely screen fare!

### Sparkling Humor in New Paramount Film at Rialto

Despite the fact that it was conceived in melodrama and dedicated to the god of action, the new picture at the Rialto, an Alan Crosland production, titled "Contraband," is sprinkled plentifully throughout with bits of comedy action that add immeasurably to the entertainment qualities of the story, which, in its original form, was a novel by Clarence Budington Kelland.

In absorbing detail the plot unfolds the dangers that beset a young newspaper editor in a small town who incurs the enmity and active opposition of the chief political power who holds a mortgage on the newspaper plant.

In her efforts to clean up the town, she enlists the help of a young professor, who had been ousted from the Superintendency of the schools because of his unwillingness to play the political game as those higher up dictated.

The disappearance of the sheriff who was known to be hostile to the political ring leads to a series of amazing adventures in which the girl and professor find themselves the chief participants.

Nevertheless, the enterprising editor finds time to promote a male beauty contest which is productive of many laughs and results in an unexpected dramatic denouement. Nor is the professor idle either. It doesn't take him long to come out of his academic shell, pull himself together and fall in love with his feminine leader.

Director Crosland has done a workmanlike job with this photoplay. The staging is all that it should be and the photography is excellent. The acting of the able and energetic cast of screen luminaries is deserving of the highest praise. The featured players in particular—Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee—are worthy of honorable mention.

### "Contraband" Tops Fine Bill at Rivoli Theatre



with her newspaper work and stirs up no end of excitement for herself. Beery has a heavy role of a crooked deputy sheriff. Hatton furnishes much of the comedy in the production and McKee is cast as an absent-minded and self-centered professor hired to dig up stories and write editorials for the Free Press.

Charles Ogle, Victor Potel, of comedy fame, Luke Cosgrave, little Johnny Fox, Lillian Leighton, Edwards Davis and other big names appear in the strong cast playing in support.

## Great Thrill Scenes in Paramount's "Contraband"

Flirting with death in the path of several large automobile trucks, weighted down with heavy cargoes and travelling thirty-five miles an hour—a speed at which it is difficult to control the road behemoths—was the pleasant pastime indulged in by Raymond McKee during the filming of "Contraband," Alan Crosland's latest Paramount production, which Jack Cunningham adapted from the absorbing novel by Clarence Budington Kelland.

In this scene, which was made at night, McKee is shown gathering up a bundle of order blanks that had been blown from his hand and into the road. While gathering them up in an absent-minded way, he was nearly run down by the trucks, the skill of the hand-picked drivers alone being responsible for the averting of such a catastrophe.

One driver, particularly carefree regarding his own well-being, was selected for the most hazardous task which he accomplished perfectly. He twisted the steering wheel first to one side and then the other, avoided McKee by an eel's whisker and finally crashed into the bank at the side of the road. He cheerfully announced afterward that he was not even shaken up.

This is only one of the many spectacular thrills in the picture which bristles with melodramatic action revolving around the efforts of a young newspaper editress to break up a political and rum-running ring.

Besides McKee, the featured players include Lois Wilson, Noah Beery and Raymond Hatton. "Contraband" will be the feature at the Theatre on.....next to remain for.....days.

## Wuxtry! Screen Villain Wins Film Fight by K. O.

Noah Beery has won a film fight at last!

This brawny athlete, one of the outstanding villains of the screen, a mighty man who towers six feet one inch ceilingward and who weighs 210 pounds, won his first battle since he entered motion pictures when he trounced Raymond McKee in "Contraband," Alan Crosland's newest production for Paramount, coming to the Theatre on.....

For sixteen years Beery has used his massive jaw as a shock absorber for the punches delivered in the last reel by the hero. Nearly every prominent leading man has bruised his knuckles on Beery's chin.

The noted villain's great moment arrived in one of the thrilling scenes of "Contraband," in which he subdued the hero, McKee. The fight was as realistic as McKee, Beery and Crosland could make it and took nearly seven hours in filming.

A humorous sidelight on this fight was revealed when Beery related a conversation he had with his eleven year old son, Noah, Jr. For many years young Beery has been waiting and watching for his father to triumph in one of his many screen battles. He has waited in vain because a film heavy invariably loses.

So that when "Contraband" went into production and Beery, Sr. was advised that for once he was to emerge the victor in a film contest, he decided to let Noah, Jr. in on the news. At the dinner table that night, he remarked:

"Well, son, your dad is going to win a fight tomorrow."

"That's great, dad!" exclaimed the boy. "Who's the man you're going to lick?"

Noah, senior, coughed.

"Why, he's about so high." With one brawny hand he measured a distance about five feet seven inches from the floor. "He weighs about seventy-two pounds less than I do. Raymond McKee is the man."

is not paying him particular attention is guilty of a piece of very poor judgment."

"Contraband" is based on the novel of the same name by Clarence Budington Kelland. It centers around a girl editor in a small town who determinedly sets out to break up a political ring, the leader of which is also the head of a rum-running gang that is making the town its headquarters.

A large and competent cast has been assembled which includes some of filmdom's most popular players. Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee effectively handle the featured roles.

## Hatton Boxing Promoter

When Jackie Fields, Olympic featherweight boxing champion, becomes a professional, Raymond Hatton will cease to be the boy's Santa Claus.

Hatton, one of the screen's best character actors, is a member of the Los Angeles Athletic Club and three years ago he induced Fields, a bell hop at the club, to join George Blake's boxing class there.

Each Saturday night there was a boxing card and when Fields started in the game Hatton pepped him up by promising a gift if he won. Once a bath robe and more than once a new suit. Fields went through the national preliminaries in Boston this year and was selected as a member of the Olympic team. He came back to America world champion.

Hatton is featured with Lois Wilson, Noah Beery and Raymond McKee in the Alan Crosland-Paramount production, "Contraband," due next.....at the..... Clarence Budington Kelland wrote the story.

## A Crazy Autobiography of LOIS WILSON

*An intimate glimpse of the charming Paramount star who comes to the Theatre next in "Contraband."*

Some people pronounce my first name Lose. But I'm not vindictive, I know they don't mean it that way. I used to be a school marm and I know that lots of kiddies think they would be happier if all teachers went into the movies. I belong to the South, and some folks will tell you where that is, whilst others will tell you what it is and still others why it is. I'm not in the movies because of any special desire to see myself face to face—a mirror is always handier and is more truthful and to the point. Nor do I like doing things over and over until my actions happen to coincide with the director's point of view. I'm there purely and simply because the Butcher and Baker and Mr. Rent-Taker have not yet devolved into public institutions like the Library and.....

my work. So too, I infer, does the company employing me. One of these days I'm going to grow old. That used to be an unpleasant thought unavoidable fashion once upon a time, but movie actresses don't mind it now—it gives them a chance to play 'mother' parts and so win more honest-to-goodness tears from lonely girls and young men away from home than all their earlier-day efforts combined. I am not in-in-inclined to be pessimistic about anything because I'm a super-optimist—if there can be such a thing. And now that's me. I realize that I haven't really told you a thing about myself, but then that is the case with all real autobiographies. One only learns things about us when we die and somebody writes our biography and tells all the things we weren't keen on telling about ourselves. Maybe we'll really get acquainted some day. S'long.

Noah, junior's disappointment was plain.

"A little guy like that," he said in disgust. "Why don't you lick somebody like Ernest Torrence or Jack Dempsey?"

The elder Beery shrugged his shoulders deprecatingly and there the matter ended.

In "Contraband," which is a film version of the novel of the same name by Clarence Budington Kelland, Beery shares featured honors with Lois Wilson, Raymond Hatton and Raymond McKee.

runners. Hatton has a comedy role of the town photographer who prides himself on being one of the town's handsomest men and one of its best-dressers. He and Victor Potel, as a haberdasher, hand audiences many a laugh throughout the picture.

Raymond McKee is a professor with a long string of degrees attached to his calling card. He is ousted as the Superintendent of Schools in Gibeon and Miss Wilson hires him to write editorials for her paper.

Edwards Davis, heading the cast playing in support of the principals, is the head of the rum-ring, the big mucky-muck of the town—a sort of one man band in himself. Charles Ogle has the part of Sheriff Churchill who is killed by the rum-runners on the day of his proposed raid.

Others in the cast include little Johnny Fox, of "Covered Wagon" fame, as a printer's devil, Luke Cosgrave, Alphonse Ethier, Cesare Gavina and Lillian Leighton.

## Newspaper Man Adapts Newspaper Screen Story

The most pleasant task undertaken by Jack Cunningham during his career as a scenarist was the work of adapting for screen use Clarence Budington Kelland's novel, "Contraband," which deals with the exciting adventures of a girl editor of a small town newspaper. The story was adapted by Paramount production, which is scheduled to open at the.....on.....

The ease and rapidity with which Cunningham translated this novel of newspaper life into screen terms is directly traceable to the fact that before his entry into the motion picture field, he made a brilliant record as a member of the Fourth Estate.

His newspaper career dates back to the time when at the age of thirteen he became a printer's devil in a little Iowa town. Four years later he was a journeyman printer and, with the money he earned, paid his way through Cornell College, Mt. Vernon, Iowa.

During the next fourteen years he worked on more than 100 newspapers of the United States, from the smallest to the largest. His last newspaper job was that of telegraph editor of the New York Evening Sun.

As a scenarist, Cunningham has many successful screen adaptations to his credit. He, it was, who scenarized "The Covered Wagon," the film epic which James Cruze produced.

Aside from its accuracy in newspaper atmosphere and background, its comedy-drama flavor and expert direction, "Contraband" is distinguished for its talented cast which includes a group of screen players of recognized ability. Those featured are Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee.

## Comedian in "Contraband"

Victor Potel's secret ambition is to be a villain. He had heard that.....re four

Paramount.....ed him for a conference.....he was to realize his desire. His.....appointment was keen when the director enthusiastically informed him he was to have a fine comedy part.

Potel made his debut on the screen as a comedian and has been adding to his reputation as a fun maker ever since. But.....ants to be a villain and he's going to keep on trying until he reaches his goal.

Two of the villains in "Contraband" are Noah Beery and Edwards Davis. The names of the others are not revealed because of the surprise element in the story. In addition to Beery the featured players in the picture are Lois Wilson, Raymond Hatton and Raymond McKee.

The picture opens a.....days' run next.....at the..... Theatre.

## Held Over

The Paramount picture, "Contraband" which opened at the..... Theatre on.....and which was to have closed its run there this afternoon and evening will be held over for another day.

Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee are featured in the leading roles of the production which was directed for the screen by Alan Crosland who made "Enemies of Women" and "Sinners in Heaven."

There's a fine supporting cast.

## Girl in "Contraband"

Even though I.....only girl in the film is Lois Wilson is Paramount picture.....ast of coming to the..... "Contraband" she hasn't every..... Theatre.....not by a long line her own.....shot.

Miss Wilson is.....young girl who has the role of a run-down small.....herits her un.....takes it over and, town news.....a "go" of it. Show.....what's more, m.....production with.....is featured in.....mond Hatton and Noah Beery.

The story is an.....Raymond McKee Cunningham of adaptation by Kelland's novel, Clarence Budington screen by Alan C produced for "Enemies of Women," who "Heaven" and oth..... "Sinners in Heaven."

Edwards Davis.....ing in support of heads the cast has a heavy role the principals. tician, head of of a crooked runners who, he a band of the Gibeon Free etofore, had of his Press as a schemes and he earns that he boss" of the her uncle. T is position is as Abner Fo run the press. to tell her h crooked deputy-s Noah Beery "yes-man."

## Hatton Has Fine Role in New Paramount

From first-mate to photograph made by Ray g from his ch lor in Paramo o" to his new land producti adaptation of Kelland's nov

Hatton is the in "Contraband," .....next..... Carmel Lee, edit or of the G she had inhe starts a hand ost the circul Now Hatton lies that a m n of his po be more or cle and a s he prides hi fest attired c

Victor Potel is dasher in the pro duction. He d es fun of kno himself exp pair furnish a udiences in gh in the ph side-splitter s Wilson are eery and Ray re. Others i es Ogle, Edv hton and Alph

Hatton and McKee in the p cast include Ch Davis, Lillian Lei, Ethier.

More.....d Lillian Leig band and wife me when they of the sheriff ontraband," production

his Crosland Paramount. "It has becom a habit, Cha and I being husb ad wife on screen," said Miss Leighton. "So times we're show, getting along pleasantly and happily as all ried people should. Sometimes the nagging wife. Sometimes C ley is the fault finding husband."

"I guess we've shown mar helpmates in every phase of t joys and sorrows but this will be the first time that Charley has n me a widow."

Ogle is a sheriff in "Contraband" and is spirited away by a gang run-runners on the night of his posed raid. He is later found r dered. Lois Wilson, as a girl ed sleuth in the production, br about the solution of the mys and the breaking up of the rum b

Miss Wilson is featured with N Beery, Raymond Hatton and m ond McKee in he picture w will be shown next.....at ..... Theatre. Jack Cunn ham wrote the screen play f Clarence Budington Kelland's no The story also ran as a serial in Saturday Evening Post.



en though Lois Wilson is the girl in the featured cast of the mount picture, "Contraband," Theatre....., hasn't everyt shot. She is the role of a girl who inherits her uncle's newspaper, what's more, makes it over and, she is featured in the production with Raymond McKee, d Hatton and the story is an adaptation by Jack larence Budington produced for the and's novel, "Sinners in Women," "Sinners in Women," and other heads the cast play- the principals. He of a crooked poli- a band of rum- etofore, had used Press as a means schemes and he is earns that he can't boss" of the paper her uncle. That's position is not as Abner Fownes to tell her how to Noah Beery is a eriff and Fowne's man."

# Lois Wilson Has Fine Role in New Paramount Film

rom first-mate's the jump in stepping zation of a sal Devil's Care the Alan Cros land, "an Budington k Cunningham atton is the "Contraband," s next..... mel Lee, edit she had inherited e Press which starts a handsome ost the circulation Now Hatton be of his position be more or less cle and a snappy he prides himself est attired citizen the town haber- uction. He dress- e fun of knocking himself explains. pair furnish laugh udiences in "Con- ght in the photog- a side-splitter. s Wilson are fea- eery and Raymond re. Others in the es Ogle, Edwards hton and Alphonse der.

osland. ramount. "It has becom- d-I being hush- reen," said Miss nes we're show- easantly and ha- ed people shoul- e nagging wife. "I guess we've elimates in eve- ys and sorrows y first time that e a widow." Ogle is a sherit ad is spirited av- um-runners on th- osed raid. He is- ered. Lois Wilso- uth in the p- a, as a girl editor- oduction, brings- of the mystery p of the rum band. eery, Raymond- atured with Noah d Hatton and Ray- the picture which t.....at the Jack Cunning- larence Budington- reen play from Kelland's novel. The story also ran Saturday Evening Post.

by the rum-runners. From this point the picture builds to a real smash climax. There are fights, thrills, drama, comedy. To see "Contraband" is to be entertained.

## Real Reel Fight

The most exciting half hour experienced by Raymond McKee during the making of "Contraband," Alan Crosland's newest Paramount production, occurred in the fight scenes featuring Noah Beery and himself.

McKee is five feet eight and weighs 138 pounds. Beery is an even six feet and weighs 210 pounds.

While McKee is a good athlete in general and a first rate boxer in particular, he never was built for the purpose of stopping punches delivered as a man of Beery's bulk and strength propels them.

During the making of the fight scenes McKee was knocked down an even fourteen times. He insisted on making the fight a real one. It was. When it was over he was ready to call it a day.

Beery and McKee are featured with Lois Wilson and Raymond Hatton in the picture which was adapted to the screen from the novel of the same name by the Saturday Evening Post writer, Clarence Budington Kelland.

There's a strong supporting cast in the picture, coming next..... to the..... Theatre.

## Back Again

The haberdashery business drove Victor Potel into motion pictures and at the end of 14 years he is a haberdasher again—on the screen.

Potel, a long, angular individual, makes use of his knowledge of how to manage a "gents' furnishings store" as the proprietor of such an establishment in "Contraband," Alan Crosland's newest production for Paramount, coming to the..... on.....

After leaving school Potel tried several lines of endeavor and finally accepted a place in his brother's haberdashery at eight dollars a week and commission.

"I decided that in such a position I ought to be a nobby dresser and I wore the latest styles," said Potel, "but peg top trousers and bulldog toed shoes were so ridiculous on me that even the other clerks laughed. When I'd try to sell a suit of clothes to a man he'd look at me and then at the suit. Then he'd decide not to buy.

"Finally I decided that if I was so funny appearing I'd try to induce people to pay for the privilege of laughing at me. So I went to the Essanay studio and a week later I had started as a motion picture comedian."

The featured players in "Contraband" include Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee, Charles Ogle, Luke Cosgrave and others play in support.

paper and proceeds to make of it a paying proposition and a force for good in the community. Her efforts to clean up the town are frowned upon by a local politician who is the secret head of a band of rum-runners and bootleggers. With the assistance of his chief henchman, a villainous deputy-sheriff, he tries to discourage and discredit the girl, but all his plans fall, and at the conclusion law and order triumph.

Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee are featured in the principal roles of the picture.

## (Review No. 2)

Melodrama as you like it—this, in brief, sums up the latest Paramount production, "Contraband," Alan Crosland's vivid picturization of the novel by Clarence Budington Kelland, now at the..... Theatre.

Those who read the book know that the story revolves around the efforts of a young girl editor in a small town to rid the community of the vicious political elements who are in control of the local government.

In the course of her investigations, the girl discovers that even those forces that are presumably on the side of law and order are in reality

in league with her enemies. But with the knowledge that she is fighting for the right and with the help of a young professor, who has been a victim of the political ring, she is successful in cleaning up the town.

The picture is chock-full of thrilling action and sheds considerable light on present-day activities of rum-runners and bootleggers. The inside workings of a small-town newspaper are accurately portrayed, and the atmosphere and background of the average Main Street is true to life.

The film has its lighter moments and there is humor of a particularly appealing kind. The romance of the girl editor and the pompous professor furnishes many a laugh, and the rivalry between the photographer and the haberdasher for the honor of being acclaimed the handsomest and best-dressed man in town adds to the merriment.

An exceptionally fine cast has been assembled, every member of which is perfect in his or her characterization. The featured roles are in the capable hands of such well known screen celebrities as Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee.

## Closes Run Today

The final showings of the Paramount picture, "Contraband," an Alan Crosland production featuring Lois Wilson, Noah Beery, Raymond Hatton and Raymond McKee which opened at the..... Theatre last..... will take place there today.

The picture is an adaptation of the novel of the same name by Clarence Budington Kelland. It also ran serially in the Saturday Evening Post. Jack Cunningham, who wrote the screen play, "The Covered Wagon," adapted it for the screen.

It's a small town story of a girl who inherits a newspaper and uses it to clean up a band of crooked politicians and rum-runners. Charles Ogle, Edwards Davis, Lillian Leighton and others play in support.

To make certain that justice would be done to the various characters in the story, Director Crosland has assembled a hand-picked cast of experienced and popular players. Lois Wilson, as the amateur editor-detective, has a role that offers her splendid opportunities of displaying her delightful personality and histrionic ability; Noah Beery is an effective villain; Raymond Hatton portrays a serio-comic part in his usual finished style; and Raymond McKee is very convincing and decidedly humorous as the unworlly professor. All in all, "Contraband" shapes up as mighty likely screen fare!

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## "Contraband" Tops Fine Bill at Rivoli Theatre

Alan Crosland, who has many fine screen productions to his credit, has made a rattling good picture out of

Clarence Budington Kelland's melodramatic novel, "Contraband." This Paramount photoplay is the chief film attraction at the Rivoli Theatre where it heads an all-around excellent program.

To the strong story Director Crosland has added a powerful cast and that combination is certain to keep the average film audience on the edge of the seats. The plot sets a rapid pace right from the start and maintains it to the thrilling finish.

For those who are not familiar with the story, it will suffice to say that "Contraband" deals with the comic, romantic and dramatic adventures of a girl who inherits a bankrupt newspaper in a small town. She discovers that the town is being used by a gang of rum-runners as a base of operations. She tries to break this liquor ring up and runs into a lot of trouble.

Lois Wilson is the girl and Raymond McKee is the young professor who forgets his academic training and tendencies long enough to fall in love with Lois and help her clean up the town. Noah Beery has a role very much to his liking, that of a villainous deputy-sheriff, who is in league with the bootleggers. Raymond Hatton is another of the featured players who gives a good account of himself. He portrays the part of a local photographer who is in reality a bootlegger. The supporting cast also includes several well known character actors. Charles Ogle, Victor Potel, Edward Davis, Cesare Gravina are a few who are particularly effective in their respective delineations.

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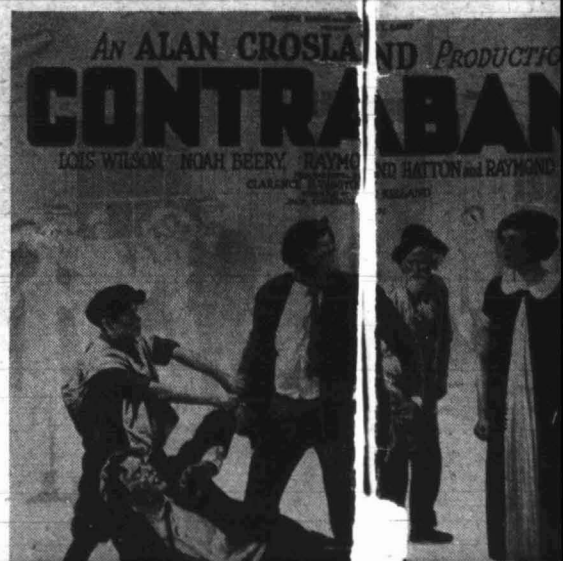
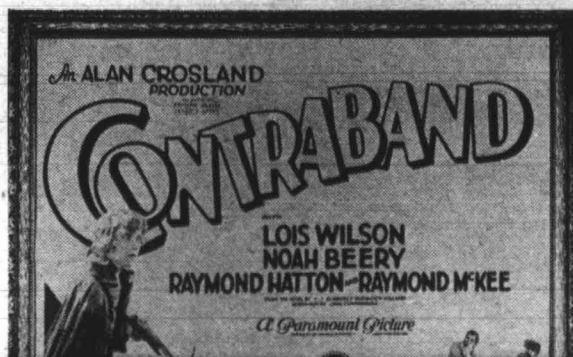
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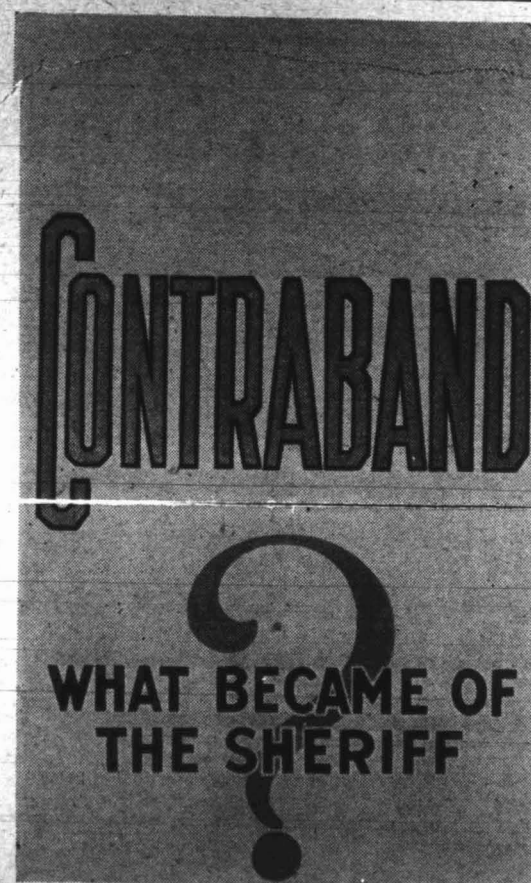
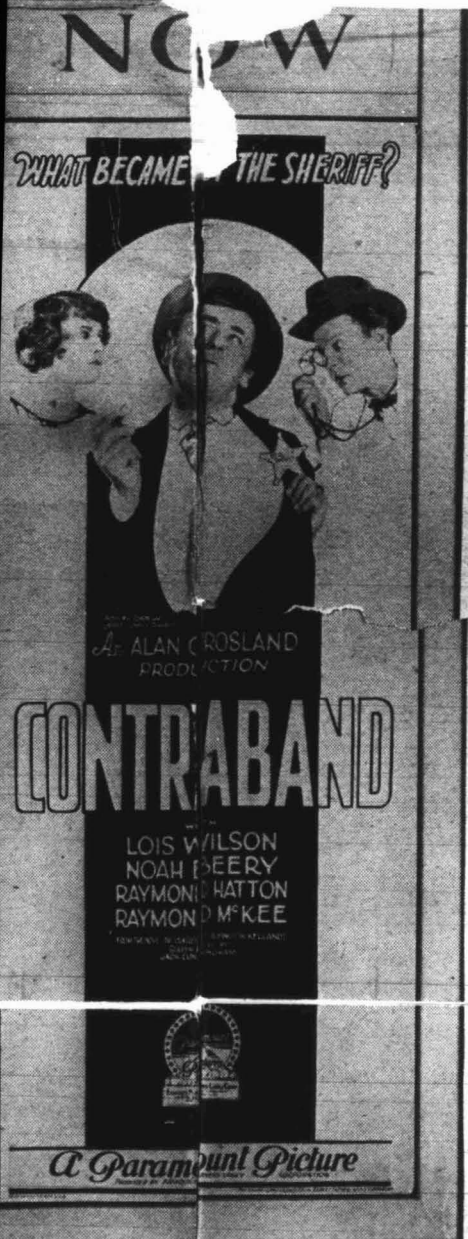


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## WINDOW CARD

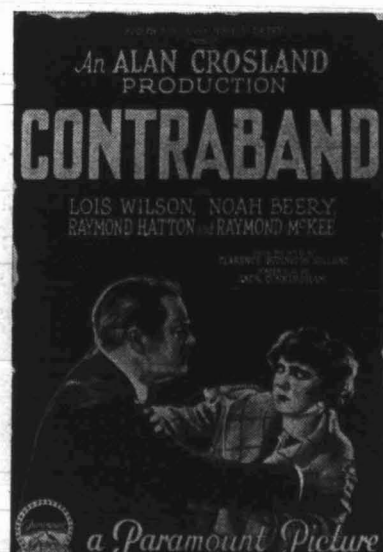
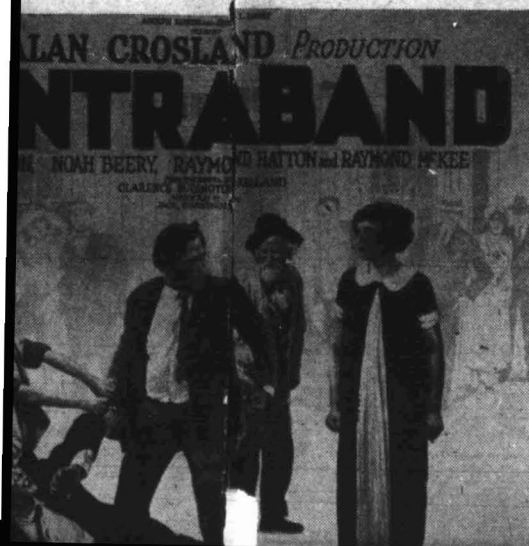
On the left is a reproduction of the window card on "Contraband."

The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece, you'll surely want a lot of them to distribute in your local stores.

Your exchange has samples.

*Put the picture over the top by putting posters over the town. Here are real business-getters!*





## SET OF EIGHT COLORED LOBBY CARDS

# Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		Supplementary (Two Column) (Adv. Only) ..	
POSTERS		Three Column ..	
One Sheet (1A and 1B) .....	\$ .15	FOR GENERAL EXPLOITATION	
Three Sheet (3A and 3B) .....	.45	GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
Six Sheet (6A) .....	.75	Insert Cards (14 x 36 in. to fit above) .....	.25
Twenty-four Sheet (24A) .....	2.40	22 x 28 Gilt Frames .....	1.50
PHOTOS FOR YOUR LOBBY		Heralds, per thousand .....	3.00
22 x 28 (Colored) .....	.40	Cross Word Puzzle Books, Each .....	.08
11 x 14 Set of Eight (Colored) .....	.60	Window Card .....	.07
For Newspaper Ads		Teaser Stickers, per 1,000 .....	1.50
ADVERTISING CUTS		Announcement Slide .....	.15
One Column .....	.35	Publicity Photos, Each .....	.10
Two Column .....	.65	Trailers—National Screen Service	
Supplementary (Two Column) .....	.25	126 W. 46th St., New York City	
MATS, ADVERTISING, PRODUCTION, ETC.		845 So. Wabash Ave., Chicago, Ill.	
One Column .....	.05	917 So. Olive Street, Los Angeles, Cal.	
Two Column .....	.10		

Press Books and Music Cues are gratis.

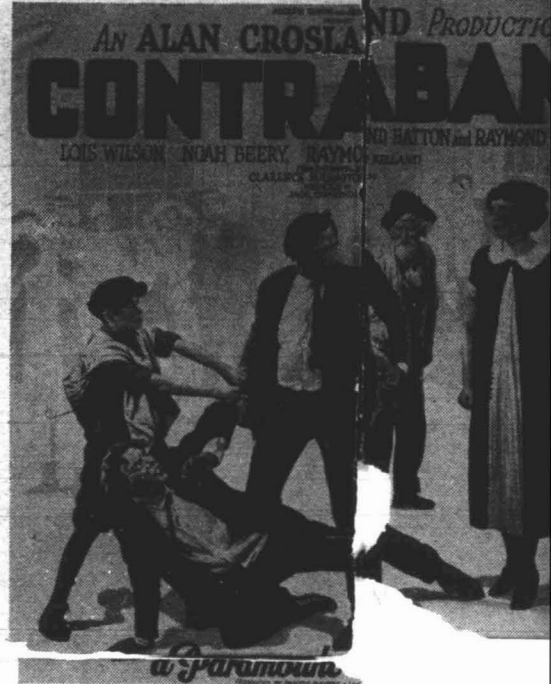


One Sheet Poster 1A

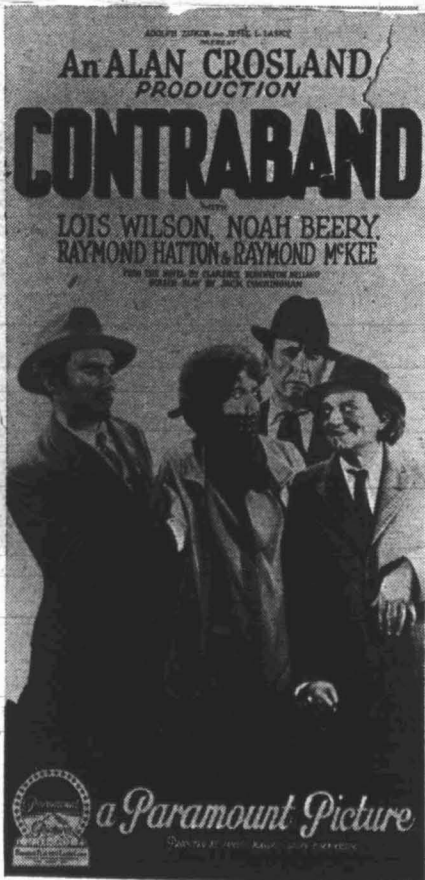
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



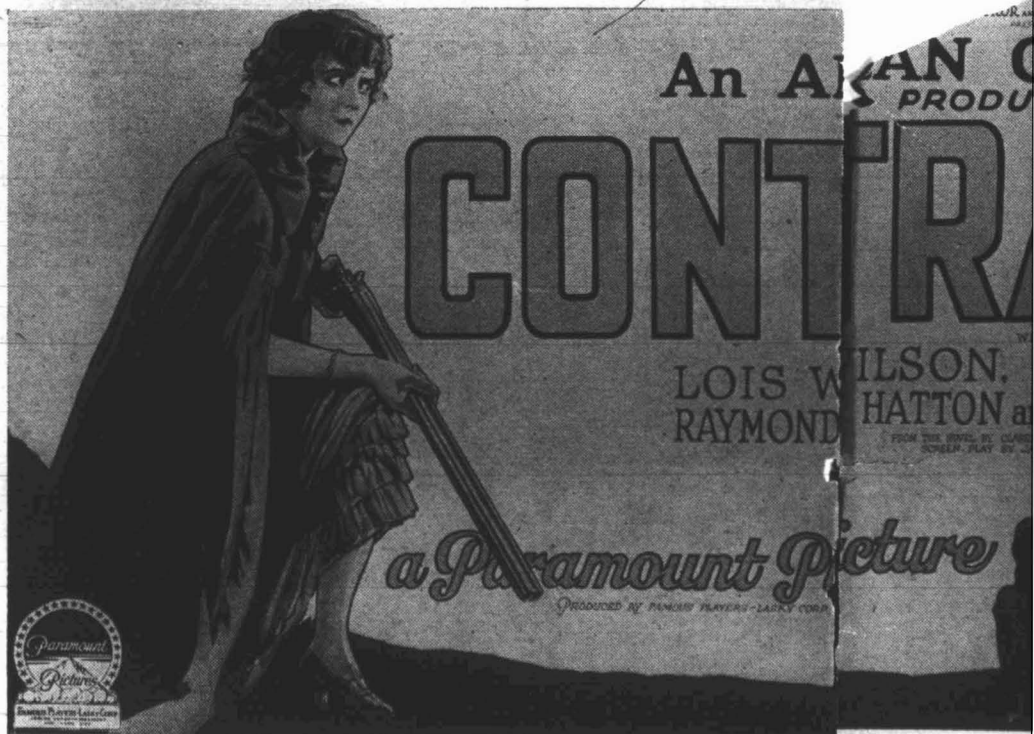
Colored Lobby Card (22" x 28")



Six Sheet Po

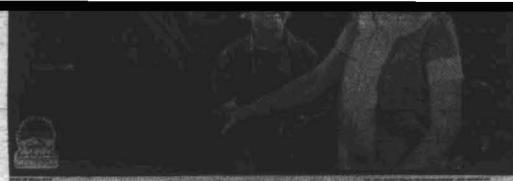


Three Sheet Poster 3A



Twenty-four Sheet Poster 24A





CLASSY LOBBY DISPLAY—EACH 11" x 14"



ALAN CROSLAND PRODUCTION  
**CONTRABAND**

LOIS WILSON  
NOAH BEERY  
RAYMOND HATTON  
RAYMOND MCKEE



A Paramount Picture



WHAT BECAME OF  
THE SHERIFF

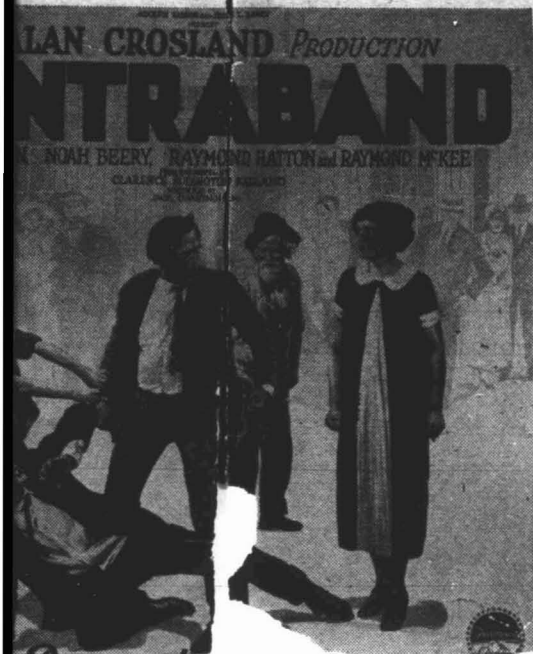
## WINDOW CARD

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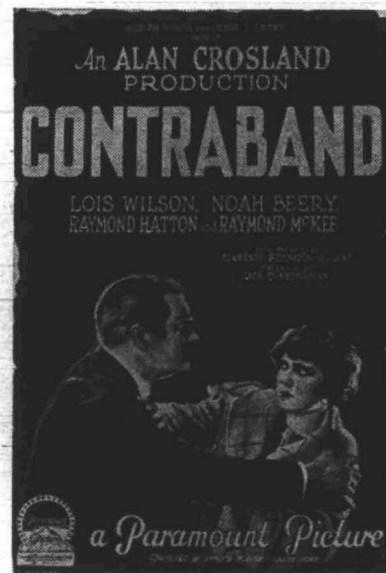


Six Sheet Po

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



This document is from the Library of Congress  
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1912-1977”

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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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